

**From:** Richard Sumter/R3/USEPA/US  
**Sent:** 6/13/2012 4:11:28 PM

**To:** Shawn Garvin/R3/USEPA/US@EPA; William Early/R3/USEPA/US; Terri-A White/R3/USEPA/US@EPA;  
Roy Seneca/R3/USEPA/US@EPA; Joan Schafer/R3/USEPA/US@EPA  
**CC:** Magdalin Gomez/R3/USEPA/US@EPA  
**Subject:** Draft Dimock Communication Draw-Down Plan

Shawn, attached is a draft comprehensive Dimock Communication draw-down plan for your review, comments and possible implementation. The plan was designed to serve as an overarching framework for distribution of the agency's media Desk Statements, and other supportive materials. I realize that there are public affairs strategies and tactics in the plan that R3 or EPA HQ may not want to implement, and this is understandable. The overall purpose of the plan was to give you an opportunity to pick what public affairs tactics you felt would be appropriate to use in this situation if any, for presentation to EPA HQ.

The plan was forwarded to the various EPA programs for feedback and for those who responded I've incorporated their changes into the document. However, the Gantt chart was not forwarded for feedback -- wanted to wait until I received your comments on the overall plan, and of course the Gantt schedule may change depending on the release of the data and HQ. I also held off from creating an evaluation opinion survey until I heard from you. I'm scheduled to be in the office tomorrow, 6/14 and on Friday 6/15 I'm scheduled to visit the Tour BoRit site and I plan to take a couple of hours of comptime in the afternoon if possible. Of course I'm prepared to change my schedule to fit yours if necessary. The week of 6/22 I'm scheduled to travel to D.C. for training. Please advise.